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TITLE: Advertisement method using profile photograph

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PRIORITY-DATA: 2001KR-0007409 (February 15, 2001)

PATENT-FAMILY:

PUB-NO	PUB-DATE	LANGUAGE	
PAGES	MAIN-IPC		
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ABSTRACTED-PUB-NO: KR2001035449A

BASIC-ABSTRACT:

NOVELTY - The advertisement method using a profile photograph is provided to offer the profile photograph of a user at a low cost, and

allow an advertisement provider to utilize various profile photographs in advertisement, by making the advertisement included in the profile photographs.

DETAILED DESCRIPTION - The data of the advertisement provider collected is stored in a database(S210). The profile photograph of an individual are taken in the photo studio designated by the advertisement provider(S220). If the individual asks the discount of a photograph price, the advertisement is inserted into the photograph of the individual(S240). The payment for the discounted photograph is demanded to the photograph owner(S250), and the data related to the discount is transmitted to the server of a service provider(S260). The service provider sends the data received to the advertisement provider, and demands payment for the advertisement(S270). The advertisement provider remits the fees for the advertisement to the service provider(S280), which sends the money resulted from subtracting the fees of the advertisement provider from the advertisement fees to the photograph studio(S290).

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Basic Abstract Text - ABTX (1):

NOVELTY - The advertisement method using a profile photograph is provided to offer the profile photograph of a user at a low cost, and allow an advertisement provider to utilize various profile photographs in advertisement, by making the advertisement included in the profile photographs.

